

To: Davis, Jay[Davis.Jay@epa.gov]
From: Cox, Taylor
Sent: Thur 8/13/2015 1:45:21 PM
Subject: RE: Gold King Mine Twitter

Morning Update:

Overall people are still angry and upset. There are a lot of tweets saying that this happened on purpose, that we are being negligent, or that the way we are funding for the cleanup is unfair/double standard. A lot of other tweets are of people sharing articles or summary statements about what an article says. I haven't seen any Congress members tweeting about it today. Below are sample tweets as well as hashtag analytics for this morning.

Sample Tweets:

Jackie Grant @JackieGrant3

Disappointed that the blame for Gold King Mine laid at EPA's feet, not Gold King Mine who created original problem

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CBSDenver @CBSDenver

Hickenlooper took a statement-making gulp straight from #AnimasRiver ystrdy:
<http://cbsloc.al/1JVCFrB> (pic:DurangoHrld)

Larry Farlow @LarryFarlow

The bureaucrat's primary goal is to create a need for his services (and the taxpayer's money) |
<http://bit.ly/1HImqYx> #EPA #Animasriver

Shelby Stringfellow @ShelbyString3

EPA Shifts Blame: Wanted #AnimasRiver listed as Superfund site but locals opposed. EPA agreed to allow state control <http://fxn.ws/1IZnMPL>

John Meng @OutdoorPatriot

Interesting how eco-activist groups and Dem politicians are making excuses for #EPA's criminal negligence. #AnimasRiver

John Dee @brokencountry1

The #EPA will pay no fines like #BPHorizon for their spill in #GoldKingMine @BlissTabitha @IndeChic47 @Patriotic_Me

Jose Estrada @JoseJosevic56

#EPA Contractor Behind CO Mine Spill Got \$381 Million From Taxpayers

Morning Hashtag Analytics:

#animasriverspill

Estimated 1500 total tweets

A sample of 100 tweets shows about 224,087 accounts reached and 409,710 impressions. This means for the 1500 tweets there is about 3,361,305 accounts reached and 6,145,650 impressions.

#animasriver

Estimated 1500 total tweets

A sample of 100 tweets shows about 314,868 accounts reached and 403,484 impressions. This means for the 1500 tweets there is about 4,726,020 accounts reached and 6,052,260 impressions.

#goldkingmine

Estimated 1500 total tweets

A sample of 100 tweets shows about 235,082 accounts reached and 281,609 impressions. This

means for the 1500 tweets there is about 3,526,230 accounts reached and 4,224,135 impressions.

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From: Davis, Jay
Sent: Wednesday, August 12, 2015 5:24 PM
To: Cox, Taylor
Subject: RE: Gold King Mine Twitter

Thanks! Perfect.

From: Cox, Taylor
Sent: Wednesday, August 12, 2015 5:12 PM
To: Davis, Jay
Subject: RE: Gold King Mine Twitter

I'll start monitoring again in the morning and send updates.

More Tweets:

Tom Udall @SenatorTomUdall

W/ NM & CO delegations, I'm asking @POTUS to direct all appropriate fed resources to respond to #AnimasRiver spill <http://1.usa.gov/1JdmzL8>

livininsc @mycaristan

If the mine spill in CO had been done by a coal Co there would B hell to pay. # EPA apologizes
Dbl standard

Unclejohnny @Metalbones59

Clean up cost for the #AnimasRiver should
come from the EPA budget and NOT
EXTRA TAXPAYER MONEY. @TeamCavuto
@TheLeadCNN #greta #TheLead

San Juan County EM @SanJuanCOEM

Declaration of Emergency Regarding the San Juan River in Utah. Go to San County Emergency Management on Facebook for more information.

Ben Winslow @BenWinslow

NEW: @UtahDEQ says water tests on San Juan River for #AnimasRiverSpill "inconclusive."
Also, no discernible sign of plume. @fox13now #utpol

Brandon Rittiman @BrandonRittiman

NOW: @CynthiaHCoffman speaks in Durango. Says she's concerned about orange sediment at bottom of #AnimasRiver. #COPolitics #9NEWS

Brandon Rittiman @BrandonRittiman

AG Coffman: often contamination doesn't show up in fish for 2-3 years. #AnimasRiver
#COPolitics #9NEWS

From: Cox, Taylor

Sent: Wednesday, August 12, 2015 4:48 PM

To: Davis, Jay

Subject: RE: Gold King Mine Twitter

I was just about to send that one to you as well.

#AnimasRiverSpill

Estimated 1500 total tweets

A sample of 100 tweets shows 356,802 accounts reached and 657,002 impressions.

This means for the 1500 tweets there is about 5,352,030 total accounts reached and 9,855,030 total impressions.

From: Davis, Jay
Sent: Wednesday, August 12, 2015 4:40 PM
To: Cox, Taylor
Subject: RE: Gold King Mine Twitter

Sounds about right.

Could you look at #AnimasRiverSpill, too? Seeing it here and there.

From: Cox, Taylor
Sent: Wednesday, August 12, 2015 4:40 PM
To: Davis, Jay
Subject: RE: Gold King Mine Twitter

#Animas River

Estimated 1500 total tweets

A sample of 100 tweets shows about 483,559 accounts reached and 793,667 impressions. This means for the 1500 tweets there is about 7,253,385 accounts reached and 11,905,005 impressions.

#GoldKingMine

Estimated 972 total tweets

A sample of 100 tweets shows about 332,710 accounts reached and about 633,263 impressions.

This means for the 972 tweets there is about 3,233,941 accounts reached and about 6,155,316.36 impressions.

(I think I did the math correct for the total amount of reach and impressions...)

From: Davis, Jay
Sent: Wednesday, August 12, 2015 4:30 PM
To: Cox, Taylor
Subject: RE: Gold King Mine Twitter

Awesome, thanks!

Can you pull some quick analytics on the major hashtags, too?

From: Cox, Taylor
Sent: Wednesday, August 12, 2015 4:20 PM
To: Davis, Jay
Subject: Gold King Mine Twitter

Twitter Summary and Mood:

The mood on twitter is pretty negative. The major reoccurring complaints are things along the line of “the EPA puts regulations on the rest of the country but caused this”, “EPA is hypocritical by celebrating other achievements while this happened”, and there is concern for the Navajo Tribe.

Sample Tweets of Mood:

Washington DC News @washdcnews

Navajos Distrustful OF EPA Promises On Toxic Mine Spill <http://dlvr.it/BqYKvQ>

Steven Hammer @stevehammershow

<http://www.usatoday.com/story/news/nation/2015/08/10/navajo-nation-epa-mine-wastewater-spill/31399517/> #EPA asleep at the wheel. More concerned about telling others what not to do then their own job @POTUS

Tim Ferguson @Libertas_Omnium

@AndreaTantaros 7/28 POTUS touts Clean Power Plan 8/4 EPA releases 3 mil gal of toxic mine waste into Animas River...OOPS!

Joe Schmo @onInsurfer

Same #Obama Govt incompetent EPA that screwed up Colorado gold mine spill wants to control all water in USA #DNC #GOP <http://ln.is/www.usatoday.com/sto/V2dcm>

Energy Brief @EnergyBrief

#AnimasRiver lawsuit against @EPA 'on the table,' Colorado AG says: <http://dpo.st/1PkTdcJ>
via @jesseapaul @denverpost

Energy Brief @EnergyBrief

Navajo Nation v. @EPA <http://cnn.it/1Nag3V3> via @CNN @marianoCNN #AnimasRiver

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More Sample Tweets:

EPW Boxer @EPWBoxer

“@EPA must commit to do whatever is necessary to mitigate the spill and its impacts.”
<http://1.usa.gov/1NqgN6x> #GoldKingMine #AnimasRiver

EPW Boxer @EPWBoxer

Boxer Calls on #EPA to Protect the Communities Affected by the Major #Wastewater Spill from the #GoldKingMine <http://1.usa.gov/1NqgN6x>

CO Attorney General @COAttnyGeneral

Carefully monitoring Wednesday's wastewater spill at #GoldKingMine. My heart goes out to all those affected along the #AnimasRiver. #CoAG

Sierra Club @sierraclub

See our response to the CO toxics spill in the #AnimasRiver <http://bit.ly/1IWT7T5>

American Rivers @americanrivers

Who pays for cleaning up mines whenever owners abandon them? Turns out, it's you.
<http://ow.ly/QOrzm> #AnimasRiver

AudEric A., Publisher @EricAafedt

EPA accused of plan for 'Superfund blitzkrieg' at Gold King mine spill

<http://www.examiner.com/article/epa-accused-of-plan-for-superfund-blitzkrieg-at-gold-king-mine-spill> via @examinercom

Utah DEQ @UtahDEQ

Aerial view of #GoldKingMine spill. Photo by @KSLChopper5

Joleen Brown @addalina1

Seriously? The EPA says it doesn't pose a long term effects. Wow! <http://fb.me/6ECxnRm3x>